

Appln No. 10/815633  
Amdt. Dated: July 19, 2006  
Response to Office Action of June 6, 2006

11

- (ii) generating, using the sensed coded data, indicating data indicative of the identity of the product item;
- (iii) transferring data to the computer system which instructs the computer system to:
- associate the sensing device with the user; or  
dissociate the sensing device and the user; -and,
- (c) in a user interface, facilitating interaction in accordance with the indicating data.

26. (Original) The method of claim 25, wherein the method includes, in a computer system:

- (a) receiving the indicating data from the sensing device;
- (b) determining, using received indicating data, product identity data indicative of the identity of the product item; and,
- (c) performing, using the identity data, an action.

27. (Cancelled)

28. (Original) The method of claim 25, wherein the method includes, in the user interface, selecting an interaction mode, the interaction being performed in accordance with the selected interaction mode.

29. (Original) The method of claim 28, wherein the method includes, in the computer system, using the indicating data, adding an indication of the product item to a product item list.

30. (Original) The method of claim 29, wherein the method includes, in the computer system provide the product item list to the user via the user interface.

- 31. (Original) The method of claim 27, wherein the method includes, in the computer system:
- (a) receiving user identity data indicative of an identity of the user;
- (b) determining, using the indicating data, sensing device identity data indicative of an identity of the sensing device; and,

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12

(c) using the sensing device identity data and the user identity data to associate the sensing device with the user.

32. (Original) The method of claim 27, wherein the user is provided with an identity card, the identity card having disposed thereon or therein coded data having a plurality of card coded data portions, each card coded data portion being indicative of an identity of the user, and wherein the method includes, in the sensing device:

- (a) sensing at least one card coded data portion when the identity card is positioned in the opening; and,
- (b) generating, using the at least one sensed card coded data portion, indicating data indicative of the identity of the user and the identity of the sensing device.

33. (Original) The method of claim 25, wherein the method includes displaying information relating to any one of the product's:

- (a) cost;
- (b) contents;
- (c) weight;
- (d) place of origin;
- (e) manufacturer;
- (f) date of manufacture;
- (g) date of packaging;
- (h) use-by date;
- (i) current owner; and
- (j) dimensions.

34. (Original) The method of claim 25, wherein the method includes at least one of:

- (a) providing product information about the product item to the user;
- (b) recording a purchase transaction indicating that the user has purchased the product item;
- (c) recording a potential purchase transaction indicating that the user wishes to purchase the product item;
- (d) providing comparison information to the user, the comparison information comparing product information about the product item with product information about another product item;